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ABSTRACT

Each of the three studies in this report explcres in some detail a category of news that traditionally has been regarded as monolithic--business, sports, and foreign news. Highlights of the three studies are as follcws: (1) A public opinion poll showed that people were more interested in stories about local business and industry than in national business news or stock market reports. The young were most interested in reading about new products, how business and industry affected the environment, and how business in general operated. Coverage of business by both newspapers and television was considered slightly biased in favor of business and industry, and public statements of major corporations were considered generally trustworthy. (2) A study of reader interest in sports news showed that males, the middle-aged, the elderly, and persons with higher education and income expressed the most interest in sports news: but a breakdown of sports news showed that females were more interested than males in local sports. (3) Although people say there is too much violent subject matter in the news about foreign countries, the respondents to a set of specially prepared foreign news stories rated the article with violent subject matter as the most interesting: but respondents did consider stories that related foreign news events to home and country as more interesting than stories which emphasized conflict. (RL)

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American Newspaper Publishers Association

ANPA NEWS RESEARCH REPORT

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A REPORT FOR EDITORS PROVIDED IN COORDINATION WITH THE NEWSPAPER READERSHIP COUNCIL

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Reader Interest in Business, Sports and Foreign News

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HIGHLIGHTS: Each of the three studies in this report explores in some detail a category of news which traditionally has been regarded as monolithic. One of the characteristics of continuing research in any area is that global categories, such as business, sports and foreign news, begin to receive more sensitive, detailed treatment.

- The public is more interested in stories about local business and industry than in national business news or stock market reports, according to a North Carolina survey. The young are most interested in reading about new products, how business and industry affect the environment, and how business in general operates. Coverage of business by both newspapers and television is considered to be slightly favorably biased toward business and industry, but public statements of major corporations are considered generally trustworthy.

- In sports, it is males, the middle-aged, elderly, and persons with higher education and income who express the most interest in sports news generally. But a breakdown of sports news shows, for example, that females are more interested than males in local sports.

- People say there is too much violent subject matter in the news about foreign countries. Yet when confronted with a set of specially prepared foreign news stories, respondents rated the article with violent subject matter as the most interesting. However, when evaluating such non-violent subjects as politics and business/economics, respondents considered those stories which related foreign news events to home and country more interesting than stories which emphasized conflict.

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Reader Interest In Business News

By Jane E. Brown and Carol Reuss

This report is based on data gathered in early 1979 by the North Carolina Poll for the General Motors Corporation 1979 Business Understanding Competition. The University of North Carolina School of Journalism earned first place in the competition with a Study of Roles/Responsibilities of Business and the News Media. Professors Brown and Reuss were faculty coordinators for the project.

A 1978 survey[1] found that the news media underestimate reader interest in business and financial news. Reporters, editors and news directors estimated that only four percent of their audiences were especially interested in business and financial news, but 26 percent of the public actually expressed a great deal of interest in it.

Accepting the fact that many readers are interested in news of this type, newspapers can serve readers better—and increase the number of readers in some demographic categories—by carefully matching news coverage with reader interests.

Findings in Brief

- The public is most interested in stories about local business and industry.

- The young are most interested in reading about how business and industry affect the environment, the development of new products and how business in general works.

- Interest in national business news is lower than interest in news about local business and industry. Older readers and those with only high school educations are least interested in national business news. Professionals and men are most interested in national business news.

- Very little interest is expressed for stock market reports in the newspaper. Men are more interested than women, but interest is still very low.

- Coverage of business news by both television and newspapers is considered slightly biased in favor of business and industry. Public statements by major corporations are considered generally trustworthy.

Methodology

As part of the Carolina Poll, a statewide public opinion survey of residents of North Carolina conducted each semester by the School of Journalism at the University of North Carolina, a random sample of 513 adults (age 18 and older) were asked a series of questions concerning their interest in reading different kinds of news about business and industry. Respondents were interviewed by phone during March 1979. The sampling error of a sample of this size is plus or minus four percent.

Respondents were asked to use an 11-point scale on which a score of zero "means you definitely would *not* want to read," and a score of 10 "means you definitely would want to read," to rate six categories of news about business and industry. These categories were derived from preliminary content analyses of state newspapers.

Respondents were also asked to rate news coverage of business and industry on an 11-point scale on which "the 10 means the press and television are very favorable to business and industry . . . and the zero means they are very unfavorable to them." This question grew out of a concern expressed by business spokesmen that they have been getting "bad press."

Similarly, respondents were asked to rate the public statements of major corporations on an 11-point "trustworthiness" scale. Public confidence in major corporations has shown a rather steady decline in recent years, according to national public opinion polls.[2] Does the public generalize this lack of confidence to include public statements of major corporations since these statements are often included in news stories about business and industry?

Results

The average interest in reading various kinds of news about business and industry is, in general, high. As shown in Table 1, all but one of the news categories

Table 1

Interest in Categories of Business News

"If a score of ten means you definitely would want to read . . . and a score of zero means you definitely would *not* want to read, tell me what score you would give to each of these kinds of news."

News Category	Average Score
Stories about local business and industry	7.15
Stories about business and industry's effect on the environment	6.91
Stories about new products	6.61
Stories about how business in general works	6.05
Stories about national business and industry	5.48
Stock market reports	2.98

[1]Harris, Louis (January 1978), "Media Underestimates News Interest." Chicago Tribune, Jan. 9, Sec. 4, p. 4.

[2]Harris, Louis (March 14, 1977), The Harris Survey: Confidence Climbing ISSN 0046-6875. University of North Carolina: Louis Harris Data Center, Institute for Research in Social Science.

were rated toward the "definitely would read" side of the 11-point scale. Only the stock market category received a decidedly negative interest rating. Stories about national business and industry are next lowest on the interest ranking, but still manage to achieve a better than neutral rating.

When these ratings are examined for various demographic groups, interesting differences in levels of interest emerge (Table 2). Newspaper editors have been concerned recently with the decrease in readership among the younger segments of the population. Apparently the young are even less interested in traditional business page content—national business news and stock market reports—than their older counterparts. Those who are less than 30 years old report the greatest interest in reading stories about business and industry's effect on the environment, about new products and about local, rather than national, business and industry.

Interest in local business news does not differ significantly by educational level, although professionals show a slightly higher interest than either the unemployed or non-professionally employed. Women reported a slightly higher interest in local news than the men interviewed. In general, however, interest in local business news is high across all demographic groups.

Stories about the environmental impact of business and industry are most interesting to the better educated and the young. Women again report a slightly higher interest in these kinds of stories than men.

Somewhat surprisingly, however, women do not show a greater interest than men in stories about new products. Again, the young, the better educated and the professionally employed express the most interest in this kind of story.

The young also are interested in stories about how business in general works (for example stories explaining calculation of profit figures or the process of labor negotiations).

Stories about national business and industry and stock market reports fare least well in the interest ratings across all segments of the public. Professionals are most interested in both of these categories and men are more interested than women but, in general, the public appears to find little appeal in these traditional business news categories.

Analysis of the perceived bias of business news and the trustworthiness of statements of major corporations revealed that the business community may be overly concerned about media performance and how that affects the public's perceptions of business. In general, the public rated news reports as slightly favorable to business and industry (average score of 6.66 on the 11-point scale). They also find public statements by major corporations generally trustworthy (average score of 6.20 on the 11-point scale).

Implications for Newspapers

Newspapers seeking ways to increase readership and improve coverage of business and industry news

Table 2

Interest in Categories of Business News Among Various Demographic Groups

	Age			Education			Occupation			Sex	
News Category	Younger than 30	30-59	Older than 60	Grade School	High School	College	Unemployed**	Non-Professional	Professional	Male	Female
Local business and industry	7.15	7.31	6.86	7.10	7.19	7.17	7.03	7.15	7.42	7.08	7.21
Business and industry's effect on the environment	7.49	6.85	6.34*	6.44	6.73	7.34*	7.00	6.74	7.25	6.82	6.99
New products	7.43	6.49	5.98*	6.37	6.60	6.80	6.60	6.51	6.92	6.64	6.58
How business in general works	6.62	5.96	5.57*	6.41	5.83	6.28*	5.96	6.07	6.11	6.17	5.94
National business and industry	5.60	5.68	4.94	6.00	5.13	5.88	5.16	5.38	6.49	5.76	5.23*
Stock market reports	2.66	3.15	3.01	4.17	2.54	3.20*	2.57	3.13	3.32	3.64	2.42*
Sample size:	(134)	(268)	(98)	(59)	(264)	(179)	(159)	(84)	(239)	(234)	(272)

*The comparisons between the categories of the demographic variable are statistically significant differences at $p \leq .05$. For example, we could expect the differences between the ratings for interesting stories about new products by age categories to have occurred less than five times out of one hundred by chance alone.

**The "unemployed" category includes retired people and students, thus overrepresenting this segment as it is usually defined as only those seeking work.

should consider the following suggestions, based on this study:

• Extend coverage of business and industry news because readers are interested in it.

• Devote staff and space to articles about new products. This study indicates that younger readers, better educated readers and professionals are more interested in articles about new products than older, less educated, non-professionals—but editorial choices in the kinds of products described in newspaper articles might draw the latter to the business pages. Newspapers might "target" new product coverage to serve selected, desired readers.

• Publish more articles about how business and industry operate—how they work. Younger readers show a significant interest in this topic.

• Limit the space devoted to national business and industry stories unless they relate to topics—environment, how business works, etc.—of importance to local readers.

• Evaluate local readership of the stock market reports.

This study indicates low reader interest in the stock market reports so it might be appropriate to devote the space to other aspects of business and industry news. If local readership studies indicate that a significant, desired portion of a newspaper's audience is interested in the market reports, they should be published regularly. If readers are interested only in selected stocks, abbreviated market reports could make space for other business news.

The findings show that the public perceives news reports as slightly favorable to business and industry and that statements by major corporations are probably most useful to newspaper reporters. These findings, shared with news sources from business and industry, may help calm the fears of business representatives. ■

Reader Interest in Sports News

By J. P. Winter

This study was partially funded by the Watertown (N.Y.) Daily Times. Winter, a former weekly newspaper editor, is a Canada Council Fellow completing his PhD at Syracuse University.

Many studies have examined readership of sports sections in newspapers. As might be expected, males have consistently been found to be more regular readers than females. Taking the overall average figures from a number of these studies, about two-thirds of male respondents identified themselves as regular readers, compared to about one-third of female respondents.*

Aside from the sex breakdown, however, few studies have looked at other demographics, or more importantly, have attempted to break sports content down into specific categories, such as local versus national news.

This concern with the details of sports content was addressed in a study conducted predominantly in the small towns of St. Lawrence County, New York, in July 1978. About 1,200, 20-minute, in-home interviews were conducted with a random sample of residents.

By going beyond the usual measurement of sports as a single category and looking at differences in the audience for local and national sports news, this study identified an important female segment in the sports audience.

Findings

Respondents with higher education and income, males, and middle-aged and older respondents generally expressed greater interest in sports news. As can be seen in Table 1, 61 percent of respondents with less than a high school education "never or seldom" read a newspaper sports section, compared to only 44 percent of respondents with more than a high school education. Some 62 percent of respondents earning under $10,000 yearly "never or seldom" read, compared to only 41 percent of those earning $25,000 or more.

Twenty-nine percent of those 41 to 60 years old read sports sections daily, compared to 15 percent of those under 40. Finally, 36 percent of male respondents read sports sections daily, compared to 13 percent of females, a finding that is in keeping with other research to date.

These findings are similar to those found for newspaper content generally, where higher socio-economic status respondents, older people and males are the most likely to read. (ANPA News Research Report No. 7)

While this tells us *who* is reading the sports section, it tells us nothing about *what* they are reading. What kind of sports news is being read and by whom?

Although female respondents were less interested in sports news generally, Table 2 indicates that they showed more interest than did males in *local* sports only, compared to national sports only or both local and national sports. Forty percent of females preferred local sports, compared to 18 percent of males. Males were more likely to prefer national or both local and national sports.

Survey respondents also were asked whether they were interested in the fine details of sports news, the box scores and the agate material. Fully 85 percent of males responded that they were somewhat or very interested (among those reading the sports section) and, as Table 3 shows, females were not far behind, with 74 percent responding in this manner.

Table 1

Frequency Read Sports Section by Demographics

	Education			Household Annual Income			Age			Sex	
Read Sports Section	Less than High School	High School	At Least Some College	Less Than $10,000	$10,000-$24,999	$25,000 or more	18-40 years	41-60 years	61 years or older	Male	Female
Never or seldom	61%	54%	44%	62%	44%	41%	50%	48%	58%	36%	63%
Once or twice weekly	11%	13%	19%	13%	18%	14%	22%	14%	9%	13%	17%
Nearly everyday	7%	9%	12%	7%	12%	13%	14%	9%	7%	14%	7%
Daily	21%	24%	25%	18%	26%	33%	15%	29%	26%	36%	13%
TOTAL	100%	100%	100%	100%	100%	101%	101%	100%	100%	99%	100%
N	281	310	529	381	499	111	342	422	320	499	617

*For details see references listed at the end of this report.

Table 2

Type of Sports Read By Men and Women

	Men	Women
Local	18%	40%
National	22%	14%
Both	60%	46%
TOTAL	100%	100%
N	327	236

Table 3

Interest in Sports Details by Men and Women

	Men	Women
Not at all	15%	26%
Somewhat	43%	54%
Very	42%	20%
TOTAL	100%	100%
N	330	240

Implications

Besides the male/female differences usually reported, there are other distinct demographic characteristics of sports readers who generally tend to be middle-aged or older, male, and in the higher income and education brackets. While males are more interested in national sports news and the fine details of sports news, females tend to be only interested in local sports news.

Why would this be so? Although the present study provides no data on this, one reason could be that mothers are heavily involved in local sports through their children. Especially in a county such as St. Lawrence, mothers may spend a lot of time accompanying children to minor league ball games and other events.

Researchers may want to directly address this question in future studies, and may also want to compare rural settings such as this one to urban settings. In the meantime, editors should note and use the fact that women are among their audience, especially for local sports news. ■

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Reader Interest in Foreign News

By Vernone Sparkes and J. P. Winter

Sparkes is an associate professor in the S. I. Newhouse School of Public Communications at Syracuse University where Winter is a Canada Council Fellow completing work on his PhD. *This study was funded, in part, by the ANPA News Research Center.*

Most readership studies have not paid any detailed attention to foreign news. Those which have measured reader interest in foreign news typically have done so with little or no further refinement of the category.

In contrast, a good deal of descriptive research on newspaper content has been devoted to specifying what types of foreign news stories are most likely to fill the news hole. This "gatekeeper" research on the stories that are printed attempts to identify which story ingredients or foreign events editors are most likely to consider newsworthy enough to publish.

Unfortunately, very little research has related public interest in types of news (foreign and otherwise) to those news values of the press. There is at least some evidence from other news areas that the professional priorities identified by gatekeeper research do not hold true for the public.

For instance, editors tend to consider stories dealing with conflict (e.g., violence, crime, confrontation, catastrophe) of the highest news value, whereas the public has its highest interest in more relevant news stories which have an immediate bearing on home and country.[1] No research of this type, however, has been done specifically on foreign news.

Findings in Brief

People say there is too much violent subject matter in the news about foreign countries. Yet, when people were asked to rate a variety of carefully constructed fictitious news stories, the news story with violent subject matter was considered more interesting than any of the other subjects.

If violence is indeed what the public chooses as most interesting, one also might reasonably expect a writing orientation emphasizing conflict to be of the utmost interest to the public, regardless of subject matter. This however, was *not* the case.

The fictitious news stories evaluated by the respondents in this study were constructed to measure interest in story orientation, or "slant," as well as topic. These foreign news stories which were written with a U.S. or home country angle, i.e., identifying foreign affairs with the United States, were considered more interesting by the respondents than stories that emphasized conflict.

In other words, trying to impose a conflict orientation on an otherwise non-violent story does not necessarily assure higher public interest in the news item. Oversimplified, this implies that when the public is given a choice on method of presentation for a story which is *not* inherently violent, the public prefers harmony (i.e., relevance to home and country) in foreign reporting as opposed to dissonance (i.e., conflict).

Methodology

During the summer of 1978 two hundred and one randomly selected adult heads of households in Syracuse, New York, were interviewed in person and asked about their interest in foreign news content.

The key part of the interview asked respondents to indicate how interested they were in a variety of stories by rating each story on a scale of 1 to 5, with 5 representing maximum interest, and 1 representing total non-interest. The stories themselves were fictitious foreign news accounts, written and prepared to look like actual stories which had been clipped from a newspaper.

These stories were carefully prepared to measure reader interest from three perspectives: story orientation, subject of the story and the country which the story was about.

Each story contained one of four orientations or "slants." Three represented news values which gatekeeper research has singled out as the qualities of an event which will most certainly assure attention by the news media:

- Conflict: Included here are the areas of violence, crime, confrontation, catastrophe, etc. Such generally unpleasant events will be more often reported than peaceful developments.
- Impact/Affinity: Included here are items which are thought to have relevance for the audience, or events which are socially or culturally familiar. Such relevant and familiar events are more likely to receive attention than either matters which have no immediate bearing on socially and culturally unfamiliar events.
- Personification: This includes events with strong personal dimensions, which overall receive more attention than broader social or natural events.

Additionally, stories were prepared which represented a "straight" news orientation to serve as a basis for comparing the above three orientations.

[1] L. Ewin Atwood, "How Newsmen and Readers Perceive Each Other: Story Preference," *Journalism Quarterly*, 47:2 (1970), p. 298.

As for subject matter in the fictitious stories, the same basic political and economic subject matter was re-written respectively to emphasize each of the four types of orientations. Another four subjects were written with only the "straight" news orientation.

Figure 1 details the news value orientation, subject and resulting headlines of the fictitious foreign news stories evaluated by respondents.

Each of these 12 stories were modified for four countries. The countries were chosen to satisfy two criteria.

First, none of those selected were featured in any major news events in the month preceding the field work period which might bias the measures.

Secondly, these four countries were chosen specifically to measure reader interest in terms of the country's eliteness/status and the country's affinity/familiarity. Hence, Great Britain was chosen because it represents a familiar elite country. Japan is elite, but is not culturally familiar. Canada is familiar, but not elite. And, Nigeria was chosen as both non-familiar and non-elite.

This total of 48 stories was judged too repetitious and time-consuming for each subject to evaluate. Therefore, the stories were divided into four sets, such that each respondent would judge only one of the four news value orientations for each country-subject combination of the political and economic stories, and only one country variation of each of the remaining subject stories.

Results

This study was designed to provide two types of information. One set of questions collected self-reports (what respondents say they are interested in) while a second set of questions more directly assessed actual behavior (what respondents actually select as most interesting).

When simply asked about types of foreign news, people reported that they found too many stories on violence in the news and too few on culture and social customs (Table 1). There also was an expressed interest for more news of "ordinary people" and of social problems in other countries. Expressed interest in both cultural news and social problems in other countries correlated highly with education.

When we come to the interest rankings of the fictitious stories, i.e., what people select as most interesting, a somewhat different pattern emerges.

An average interest score was computed across all stories containing a particular orientation, subject or country. For example, eight stories featured the conflict orientation, but each with a different combination of country and subject.

The most obvious result is that now the violent subject emerges as the subject containing the highest public interest (Table 2), despite previous expressions against too much violence in the news. This suggests that people underestimate their interest in violence and overestimate their interest in cultural affairs and human interest stories. What does appear to hold, how-

Figure 1

News Value Orientation	Subject	Headline
Conflict	Politics	"Angry Debate Over (country) Legal Reforms"
	Business/Economics	"(Country) Government Attacks Greedy Merchants"
Impact/Affinity	Politics	"(Country) Government Follows U.S. Model"
	Business/Economics	"U.S. Profits as (country) Imports Rise"
Personification	Politics	"A (country) Citizen Ponders Political Future"
	Business/Economics	"Short Food Supply for (country) Housewives"
Straight	Politics	"(Country) Changes National Laws"
	Business/Economics	"(Country) Trade Policy Seeks Self-Sufficiency"
	Violent Crime	"Soldier Shoots Five at Busy Market"
	Human Interest	"Son of (Country) Laborer Wins Honors"
	Sports	"(Country) Basketball Team Sets Out on World Tour"
	Cultural Affairs	"(Country) Minorities Assert Cultural Identities"

Table 1

Interest in Foreign News Subject Area

Subject Area	Too Much News	Right Amount	Not Enough News	No Opinion
Violence	48.8%	38.3	10.0	2.9
Political News	10.5%	57.7	24.4	7.5
Social Problems	11.9%	45.8	39.8	2.5
Economic News	6.5%	54.2	35.3	4.0
Vacation and Travel News	4.0%	63.2	30.3	2.5
Ordinary People	2.5%	50.7	43.8	3.0
Culture and Customs	1.5%	33.8	62.7	2.0

Table 2

Mean Interest Scores for Fictitious Stories

Subject	Mean*	Number of Stories
Violence	3.49	4
Business/Economics	3.08	16
Sports	2.71	4
Cultural Event	2.70	4
Politics	2.61	16
Human Interest	2.40	4
Orientation		
Impact/Affinity	3.39	8
Conflict	2.69	8
Straight	2.67	8
Personification	2.62	8
Country		
Canada	3.01	12
England	2.87	12
Japan	2.87	12
Nigeria	2.59	12

*(where 1 = total non-interest and 5 = maximum interest)

ever, is that the public's interest in economics and disinterest in foreign news about politics is about equal when evaluating the differences between what people say they are interested in and what they actually select as most interesting.

The reversal of interest for violent news, however, is far from total. When we look at the interest levels of the stories categorized according to news orientation, we find that the "conflict" orientation is a very poor second to the impact/affinity news value orientation (Table 2). In other words, people are most interested in the political and economic stories when they are written from the standpoint of the United States [i.e., "U.S. Profits as (country) Imports Rise," "(Country) Government Follows U.S. Model"].

The importance of impact/affinity on reader interest is also apparent by looking at the interest ratings of the four countries (Table 2). As previously mentioned, these four nations were specifically chosen to represent the possible combinations of affinity and eliteness. And, interest in stories about England and Japan, the two elite nations, was higher than one non-elite nation (Nigeria) but lower than another non-elite nation (Canada). This suggests that eliteness, or status, may not be as important as familiarity in determining reader interest. (The high Canadian interest, however, could be affected by the proximity of Canada to Syracuse.) Obviously, a wider range of countries needs to be compared on the relative importance of elite nations and familiar nations, but the findings here are suggestive.

Since Canada received the highest interest score among any country, impact/affinity received the highest interest score among the orientations, and the business/economic subject received a higher interest rating than the subject of politics, we might reasonably expect to find that the Canadian business story with the impact/affinity orientation would receive the highest interest score among all other possible country-subject-orientation combinations. This additive idea, however, didn't quite hold true. This particular story received the second highest score, just slightly below a similar story about Japan which fits the same subject-orientation pattern. The data do show, on the other hand, that all subject-nation combinations received their highest interest scores with the impact/affinity orientation.

Up to this point we have been assessing the public's interest in foreign news and found that what people say they are interested in is not always the same as what they select as most interesting, specifically in terms of violent subject matter. This finding was tempered by the discovery that when news stories are categorized according to orientation instead of subject, the conflict orientation was considered less interesting by the respondents than the orientation of affinity/import. The importance of affinity was also uncovered when evaluating interest in different types of countries.

Conclusions

Understanding the public's interest in foreign news is no simple matter. However, this study does more than elucidate the complexities of reader interest. The findings reported here suggest that in the selection of foreign news, journalistic tendency to emphasize the negative aspects of events, regardless of subject, is not consistent with the public's news interest and foreign news selection. If a journalist wishes to enhance a foreign news item which otherwise might not attract interest, the home country angle should be played on (impact/ affinity) rather than the negative of conflict orientation.

John Hohenberg was right when he suggested foreign journalists need to ask: "How do other people

solve their problems? Are they like ours? How can we learn from them? What do they have that will help us? What do they do that is better than we do? Can we use it to help ourselves?"[2]

There also are important implications here beyond the simple choice of news emphasis. Conflict is relatively easy to report and, in fact, it might be this very convenience which has resulted in its prominence in the press. Relevance and affinity, on the other hand, require insight and study. Properly bridging between cultures and nations requires a certain depth of understanding, and careful investigation. It is not always immediately evident how overseas developments relate to or compare to the experience of the home audience. Drawing out valid implications from complex foreign affairs requires close attention and scrutiny, not to mention sufficient training and experience on the part of the reporter. But this study of readers' interests suggests the value of the effort. ■

[2]Michael Ryan, "News Selection Patterns Among Non-White, Urban Slum Residents," *Journalism Quarterly*, 53:3 (Autumn 1976), p. 447.

Newsroom Guide to Polls and Surveys . . . . . a new book commissioned by ANPA to help reporters and editors become more sophisticated consumers of public opinion research.

Written by Professors G. Cleveland Wilhoit and David Weaver of the School of Journalism at Indiana University, this small paperback book is a useful guide for critically evaluating surveys and for presenting survey findings clearly and concisely. The guide contains sections on evaluating survey questionnaires, interviewing, sampling and results. It tells how to report survey results and includes examples from daily newspapers of how and how not to report surveys and polls.

It is also recommended as a textbook for journalism schools.

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